

"Greendale"

FACE BRICK




A LINE OF DISTINCTIVE
BLENDS AND TEXTURES



MANUFACTURED BY

**HOCKING VALLEY
PRODUCTS COMPANY**

LOGAN, OHIO



Digitized by the Internet Archive
in 2017 with funding from
Columbia University Libraries

<https://archive.org/details/greendalefacebri00hock>



The STORY OF Greendales

"Greendale" the registered name of a complete line of face brick. Their wide color range, wonderful tone harmony, excellent texture, universal adaptability and great durability make "Greendales" very suitable for architectural effort of many kinds from the simplest bungalow to the most elaborate office building or public structure.

Their exceptional features render them desirable for interior as well as for exterior construction purposes, and unusual decorative effects are obtainable with "Green-

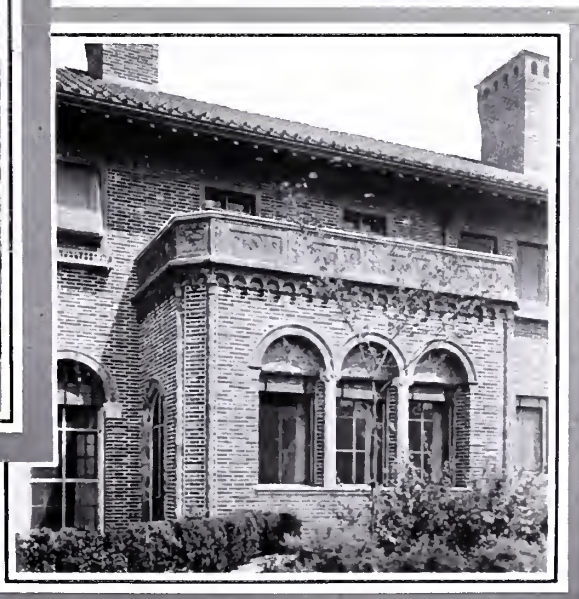
dales" in stairways, fireplaces and loggias.

The architect finds in "Greendales" a remarkably responsive medium in the solution of many problems. Allowed the rare opportunity of perfect expression in perfect surroundings, he can turn to "Greendales" with the same confidence as he does when working under the close restrictions of commercial limitations.

Due to their color versatility, "Greendales" make possible the working out of virtually any combination desired. Colors, shades, hues, tones, blends, infinite in their variety and modulation, are at the command of the architect who works with "Greendales".



Guggenheim Residence
H. Van Buren Magonigle, Architect





St. Charles Borromeo Seminary, Columbus
Kraus & Helmkamp, Architects, Akron, Ohio. Chas. J. Lang, Contractor, Columbus, Ohio.
Buff Shades No. 76 and No. 78 "Greendales" Rugs.

He can clothe his conception in the atmosphere best suited to its purpose, yet at the same time have ample opportunity to express it in complete harmony with its physical environment. When "Greendales" are a component, the result is certain to be a unique and beautiful picture, with not even a hint of monotony.

But "Greendales" have something more than just color to offer. Because of their *distinctive texture*, an ever-changing play of softening shadow and glowing high light is afforded, which enhances their expressiveness and individuality.

"Greendales" are made from clays of unusually high and uniform quality, mined on our own extensive properties, and only an unlimited supply of uniform raw material assures the definite repetition of desirable qualities.

Withstanding high temperature and vitrifying to a dense body, they will not discolor from weathering. "Greendales" are indestructible, and no climate is a bar to their use. Their characteristic tones being the result of natural burning, their never-fading colors are enriched, not dimmed, by the passage of time.

THE ADVANTAGES OF FACE BRICK

FROM the foregoing it will be seen that "Greendales" combine superior features of color and texture with the structural and economic advantages of face brick, and consequently make its use profitable from every possible standpoint.

Face Brick affords size and form that always have eye interest. It is splendidly adapted to the mason's skill. It has strength far beyond actual needs. It is immune to decay. It is fire-proof.

It keeps down maintenance costs. It reduces depreciation. It lowers insurance rates because of fire safety. It offers security for better loans. It provides fuel economy. It adds to the comforts and healthfulness of the occupants. It prolongs the life of any building and increases salability at a good price.

These outstanding advantages make face brick advisable for many types of buildings, and "Greendales" particularly attractive because of their color and texture.



The Neil House, Columbus
Gustave W. Drach, Architect, Contractors, Wells Brothers Construction Co., Chicago, Ill.
Matt Texture "Greendales"

Pennsylvania
Hotel, Phila-
delphia. 561
Full Range.
Clarence E.
Wunder,
Architect.



Park Castle Apartments, Chicago, Ill. James F. Denson, Architect. Special Blend "Greendale" Rugs

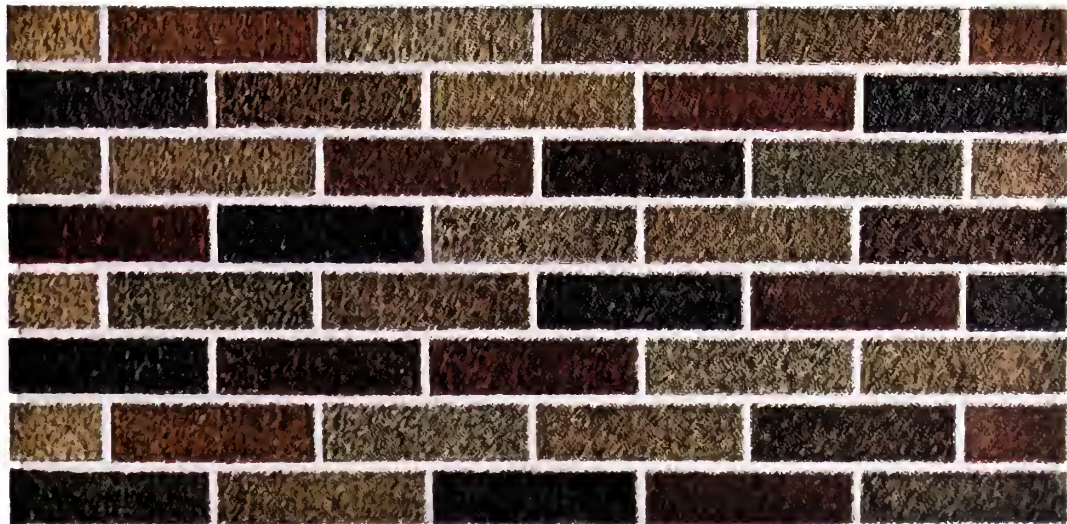
THESE illustrations are typical of the prominent hotels and apartment houses in all parts of the country in which "Greendales" have been used, such as: Alamac Hotel, New York; Fifth Avenue

Hotel, New York; Shawnee Hotel, Springfield, Ohio; Deshler Hotel, Columbus; Wayne Hotel, Detroit; Webster Hall Apartments, Detroit; Cincinnati Club, Cincinnati.



“Greendale” 561 FULL RANGE

A careful selection of all “Clear Burned” “Rug” shades running from Light Ivory to Dark Buff. This blend can also be furnished in Semi-Smooth or Matt Texture.



“Greendale” PONTIAC POT-POURRI

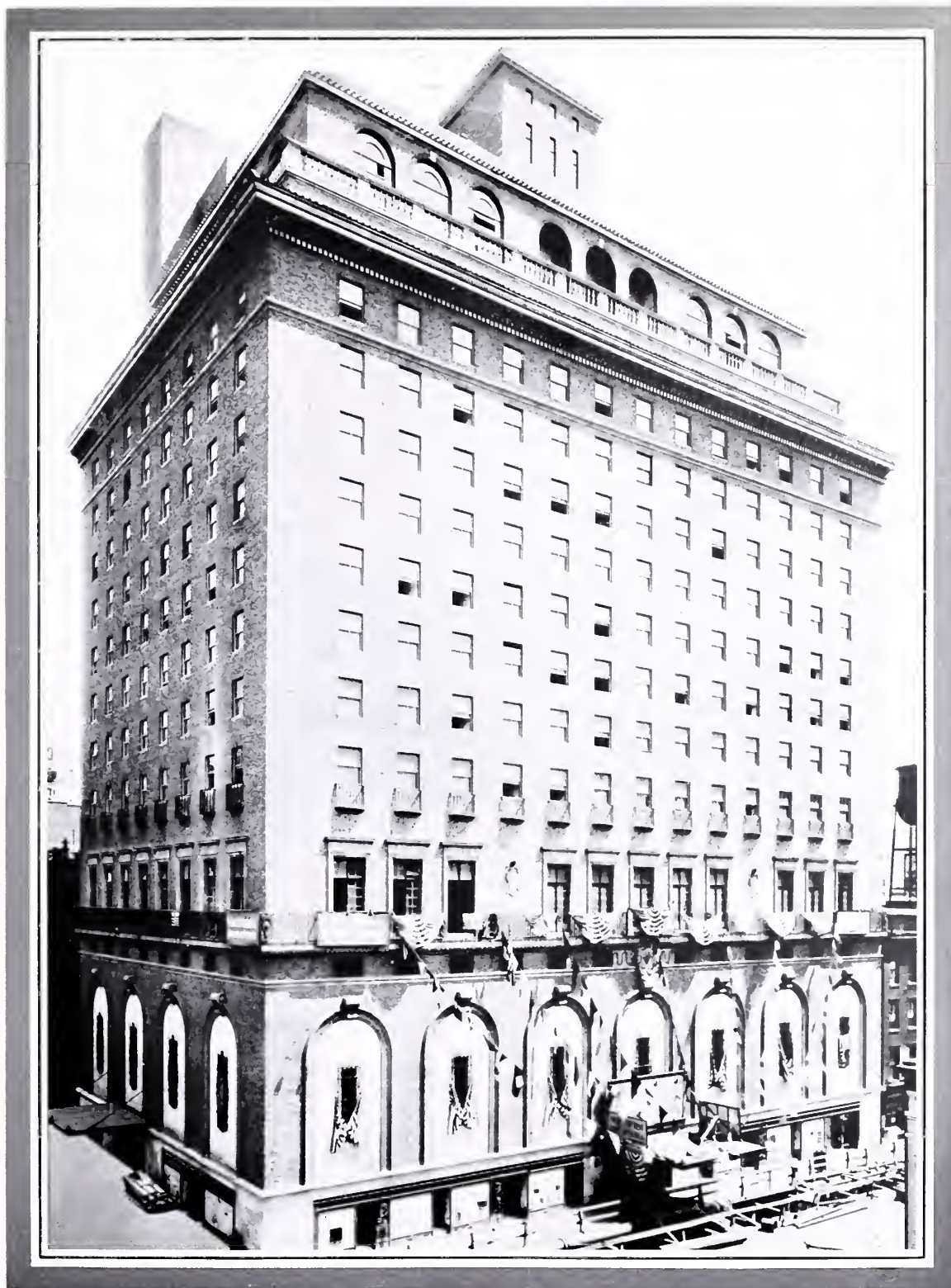
A combination of Gray, Brown, Gun Metal and Red; Rugs especially appropriate for churches, apartments and residences.



Passenger Station, Boston & Albany R. R. Co., Springfield, Mass.
Architects, Fellheimer & Wagner, New York City.

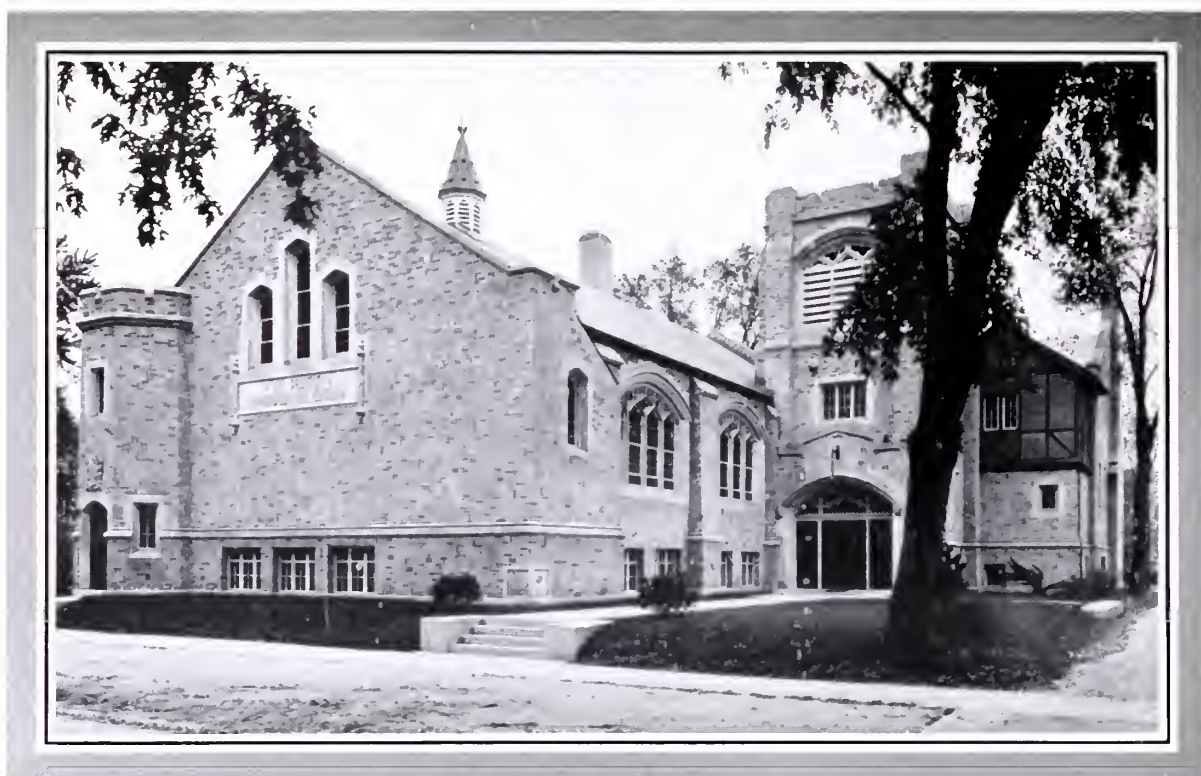


Used 500,000 "Greendale" Rugs, shades Nos. 90, 92, 94, mingled in equal proportions. Natural cement mortar. Flush joint.



Home of Knights of Columbus, New York City. Edw. F. Fanning, Architect, New York.
Contractors, McEntee & Sperling, Inc. 551 Full Range "Greendale" Matts used

HOCKING VALLEY PRODUCTS COMPANY.. LOGAN, OHIO



St. Peters Evangelical Lutheran Church, Elmhurst, Ill. 561 Full Range laid according to plan described. Architects, E. E. Roberts and Elmer C. Roberts, Chicago. Contractors, Ehlers Bros.

“Greendales” for Churches and Schools

THE method of laying “Greendale” double brick to produce the unique Rubble effect is described and illustrated on the opposite page.

“Greendales” afford opportunities to architects to achieve unusual effects in churches, schools and other public buildings because of the infinite variety of “Greendale” shades and blends.

The following are a few of the churches and schools built of “Greendales” during the past year:

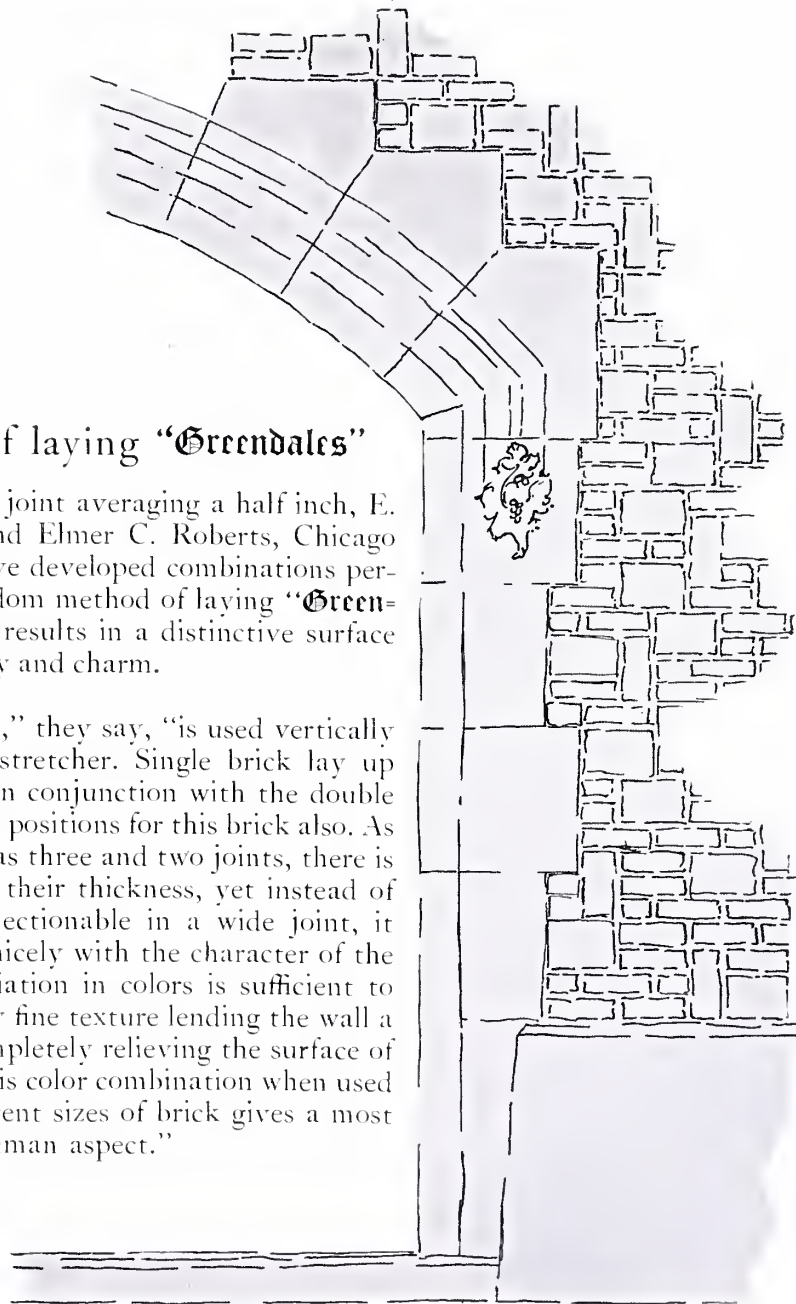
Pure Heart of Mary Church, Shelby, Ohio
Sacred Heart Church, Yorkville, N. Y.

St. Augustine Church, Columbus, Ohio
First Christian Church, Atlanta, Ga.
First Methodist Church, Newnan, Ga.
Randolph Street Baptist Church, Charleston, W. Va.
Tiffereth Temple, Columbus, Ohio
St. Charles Borromeo Seminary, Columbus, Ohio
St. John the Evangelist Parochial School, Logan, Ohio
High School, Baltimore and Thomas Ave., Philadelphia, Pa.
High School, Ogontz and Nedro Ave., Philadelphia, Pa.
Central School, Glen Ridge, N. J.

Detail of laying "Greendales"

By utilizing a joint averaging a half inch, E. E. Roberts and Elmer C. Roberts, Chicago architects, have developed combinations permitting a random method of laying "Greendales" which results in a distinctive surface of great beauty and charm.

"Double brick," they say, "is used vertically as header or stretcher. Single brick lay up satisfactorily in conjunction with the double brick, using all positions for this brick also. As a given unit has three and two joints, there is a variation in their thickness, yet instead of this being objectionable in a wide joint, it really blends nicely with the character of the wall. The variation in colors is sufficient to produce a very fine texture lending the wall a depth and completely relieving the surface of monotony. This color combination when used with the different sizes of brick gives a most rugged and human aspect."





Rug Texture

— a very close imitation of a fine rug and when laid in a wall reflects many of the soft and alluring tones of a Turkish or Persian Rug.



Semi-Smooth Texture

— a new texture which is the result of much study and experiment to meet the insistent demand for a brick in the large cities which will resist the effects of smoke and dust, and still produce a light wall effect.



"Greendale" 563 FULL RANGE

A blending of all "Flashed" Rug Shades, running from Gray to Gun Metal. Effective when laid in double strength chocolate or natural cement mortar with raked joints.



"Greendale" SEVILLE

A blend of "Flashed" Grayish Brown shades can be readily adapted to Spanish types of architecture. This blend can also be furnished in Semi-Smooth or Matt Texture.

Descriptions of Shades, Textures and Blends of **“Greendale” FACE BRICK**

“Greendale” Face Brick is manufactured in three textures from fire clay of highest quality — “Rug,” which is a very close imitation of a fine rug and when laid in a wall reflects many of the soft and alluring tones of a Turkish or Persian Rug; “Semi-Smooth”, a new texture which is the result of much study

and experiment to meet the insistent demand for a brick in the large cities which will resist the effects of smoke and dust, and still produce a light wall effect; “Matt,” which is as the name describes of horizontal matt texture, manufactured from fire clay of the same grade and in the same shades as Rug brick.

Shades of Color of Rug, Semi-Smooth and Matt Brick

1. **“Greendale” RUGS**

- No. 72 — Light Ivory
- 74 — Cream
- 76 — Medium Buff
- 78 — Buff with yellowish cast
- 80 — Dark Buff with pinkish cast
- 561 — Full Range of shades 72-80 inclusive, with intermediates
- 86 — Grayish Brown
- 88 — Medium Brown
- 90 — Dark Brown gun metal cast
- 92 — Gun Metal, brownish cast
- 563 — Full Range of shades 86-92 inclusive, with intermediates
- 94 — Gun Metal

2. **“Greendale” SEMI-SMOOTH**

This brick is especially attractive in the light flashed grays and browns; but can be furnished in any of the standard **“Greendale”** shades.

3. **“Greendale” MATTS**

Horizontal matt texture. Shades cover the same range as Rugs.

4. **“Greendale” BLENDS**

- (a) Pontiac Pot-Pourri — A combination of gray,

brown, gun metal and red Rugs; especially appropriate for certain types of churches, apartments and residences. Color card on request.

(b) Seville — A blend of “Flashed” Grayish Brown shades, can be readily adapted to Spanish types of architecture. Furnished also in Semi-Smooth and Matt Texture. Color card on request.

(c) Knickerbocker — A careful selection and blending of all “Clear Burned” Matt shades from Ivory to Dark Buff, with a percentage of Grayish Brown “Flashed” brick. A distinctive combination.

(d) 561 Full Range — A blending of all “Clear Burned” Rug shades running from Light Ivory to Dark Buff. Natural cement or Buff Mortar color is very appropriate with this blend. Color card on request.

(e) 563 Full Range — A blending of all “Flashed” Rug Shades, running from gray to gun metal. Effective when laid in natural cement or double strength chocolate mortar with raked joints. Color card on request.

(f) 551 Full Range — A blending of all “Clear Burned” Matt shades running from Light Ivory to Dark Buff.

Architects and Builders, searching for unique brick effects will find **“Greendales”** especially well adapted to blending. Our experts are always available for consultation upon request.



Architects who have used "Greendales"

ABERDEEN, S. D. Fossum, Geo. F.	DAYTON, O. Gebhart & Schaeffer Germann, Howard W. Pretzinger & Musselman Schenk & Williams Walker & Norwick	LIMA, O. Hulskens & Strong McLaughlin & Assoc., Thos. D.	Catharine, I. T. (City School Architect) Wallace & Warner Wunder, C. E. W. Wilson, Eyre & McIlvain
AKRON, O. Kraus & Helmkamp Ridley, T. Ralph	DETROIT, MICH. Halpin & Jewell Haughey, Harvey, J. Kamper, Louis Pollmar & Ropes Weston & Ellington Wiedmaier & Gay	LYNCHBURG, VA. Johnson & Brannan	PITTSBURGH, PA. Hornbostel, Henry Lang, Herman, J. Marks & Kann Phillips, John H. Sharove & Friedman
ALBANY, N. Y. Gander, Gander & Gander	FORT WAYNE, IND. Griffith-Goodrich Pohlmeyer & Pohlmeier Strauss, A. M. Weatherhogg, Chas. R.	MADISON, WISC. Conover, Allan D.	PONTIAC, MICH. Hungerford, M. B. Zimmerman, W.
AMSTERDAM, N. Y. Daly, Howard, F.	GRAND RAPIDS, MICH. Osgood & Osgood Robinson & Campau Turner & Thebaud	MANCHESTER, N. H. Provost, Wilfred E.	PORTSMOUTH, O. DeVoss & Donaldson
ATLANTA, GA. Seiz, E. C.	GREEN BAY, WISC. Foeller, Schober & Stephenson	MANSFIELD, O. Althouse & Jones Redding & Assoc., Vernon	ROCHESTER, N. Y. Ade, Carl C. Arnold & Stern Oberlies & Lorenz Platt, J. Mills
BALTIMORE, MD. Zink, John J.	HAMILTON, O. Mueller, Frederick G.	MARION, O. Ellis, J. Lewis	ST. LOUIS, MO. Ittner, Wm. B. Ludewig & Dreisoerner Ferrand & Fitch
BAY CITY, MICH. Munger, A. E.	HAVANA, CUBA Balzaretto, A.	MEMPHIS, TENN. Jones & Furbringer	SAGINAW, MICH. Cowles & Mutscheller
CHARLESTON, W. VA. Newcomb, R. O. Pettit, V. C.	HERKIMER, N. Y. Cassidy, S. W.	MILWAUKEE, WIS. Backes & Uthus Eschweiler & Eschweiler Schley, George P. Tullgren & Sons, Martin Valentine, Charles	SANDUSKY, O. Millott & Parker
CHICAGO, ILL. Ahlslager, Inc., Walter Alschuler, Inc., Alfred S. Berlin & Swern Burnham & Co., D. H. Chase, Inc., Frank D. Childs & Smith Chubb, John D. Graham, Anderson, Probst & White Holabird & Roche Perkins, Fellows & Hamilton Pond & Pond Rapp, C. W. & Geo. L. Roberts, E. E. & Elmer C. Wheelock, Harry B.	HOUSTON, TEXAS Steele, R. D.	MINNEAPOLIS, MINN. Colburn & Folsell	SOUTH BEND, IND. Austin & Shambleau Freyermuth & Maurer
CINCINNATI, O. Drach, G. W. Garber & Woodward Grunkemeyer, J. C. Hake & Kuck Hannaford & Sons, Samuel Kruckemeyer & Strong Price, Harry M. Tietig & Lee Weber, C. C. & E. A.	HUNTINGTON, W. VA. Meanor & Handloser	NEW CASTLE, PA. Thayer & Thayer	SPRINGFIELD, ILL. Helmle & Helmle
CLEVELAND, O. Cahill, Paul T. Corbusier, Lenski & Foster Howell & Thomas Jansen, W. C.	JACKSON, MICH. Allen & Sons, Claire Field, Jr., Leonard H.	NEW ORLEANS, LA. Goldstein, Moise H. Stone, Jr. & Co., Sam Weil, Emile	SPRINGFIELD, O. Gotwald, Robt. C. Ohmart Co. Inc., Geo. L.
COLUMBUS, O. Inscho, Chas. L. Richards, McCarty & Bulford Riebel Sons & Matheny Snyder & Babbitt	JACKSON, MISS. Overstreet, N. W.	NEW YORK, N. Y. Barber, Donn Buchman & Kahn Cobb, Henry Ives Fellheimer & Wagner Goodwillie & Moran Higgins, Chas. H. Magonigle, H. Van Buren Pelham, Geo. F. Roth, Emery	SYRACUSE, N. Y. Gaggin & Gaggin
CUMBERLAND, MD. Hitchins, R. H.	JACKSONVILLE, FLA. Mark & Sheftall	OMAHA, NEB. Sessinghaus, Edw. J.	TOLEDO, O. Jokel & Lange Langdon, Hohly & Gram Mills, Rhines, Bellman & Nordhoff Stophlet & Stophlet
	KANSAS CITY, MO. Greeubaum, Hardy & Schumacher Henthorn, C. B.	OSHKOSH, WISC. Auler & Jensen	WASHINGTON, D. C. Breuninger & Son, L. E. De Sibour, J. H. Jullien, Philip M. Santmyer, George T.
	LANSING, MICH. Churchill, J. N.	PHILADELPHIA, PA. Ballinger Co. Dreher & Churchman Harris & Richards Thomas, Martin & Kirkpatrick Steele & Sons Co., Wm. Smedley, Walter	WHEELING, W. VA. Bates, Chas. W.
	LEXINGTON, KY. Frankel & Curtis Smith, Frank L.		



Matt Texture

—is as the name describes, of horizontal matt texture, manufactured from fire clay of the same grade and in the same shades as Rug brick.



HOME OF "Greendales"

THE "Greendale" plant is located at Greendale, Ohio, on a tract of about 2200 acres, under which lie rich clay deposits ideally adapted to the manufacture of superior face brick.

It is designed to secure the utmost efficiency, the minimum of labor being required to bring the material from the mine through the factory and kilns to the storage sheds and thence to the railroad cars.

It is self-contained to an unusual degree, with power plant, machine shops and water supply on the property, in addition to practically unlimited deposits of clay and coal.

A new Drayton Tunnel Kiln has just been completed and with the additional capacity which this makes possible, the Greendale plant becomes one of the largest individual face

brick plants in the country, with an annual capacity of approximately 32,500,000 bricks. Its products are distributed throughout the United States, and in Canada and Cuba.

No expense or effort has been spared to make possible a product of the highest standard of excellence. More than fifteen years of intensive study and development are back of "Greendale".

Modern facilities, central location and large production combine to assure prompt and efficient service at all times.

We have over one hundred dealers in large cities and towns representing "Greendales", who are prepared to furnish samples and quote prices. Upon request we shall be glad to send you the name of the distributor covering territory in which you are located.

HOCKING VALLEY PRODUCTS COMPANY
Manufacturers of "Greendales"
LOGAN, OHIO

HOCKING VALLEY PRODUCTS COMPANY.. LOGAN, OHIO

BIBLIOGRAPHY

The story of Face Brick — See booklet entitled, The Story of Brick published by American Face Brick Assn.

Brick Work Detail — See Architectural Details in Brickwork; published by American Face Brick Assn.

Mortar for brick work — See Mortar Joints and the elements involved; pages 32 and 33 in The Story of Brick published by American Face Brick Assn. Also Mortar Joints, page 35 in A Manual of Face Brick Construction published by American Face Brick Assn.

Brick Bonds — Page 27 in The Story of Brick published by American Face Brick Assn. Also page 33, A Manual of Face Brick Construction published by American Face Brick Assn.

Pattern in brick work — See Patterns in Brick Work, page 30 The Story of Brick published by American Face Brick Assn.

Strength of Brick Work — See Structural Reasons, page 26, The Story of Brick published by American Face Brick Assn.

Use of brick for veneers — Face Brick Veneer Construction page 26, 27 and 28, A Manual of Face Brick Construction, published by American Face Brick Association.

Laying brick — Pages 17 to 27 inclusive, A Manual of Face Brick Construction, published by American Face Brick Assn.

Useful tables and suggestions — Pages 104 to 109 inclusive, A Manual of Face Brick Construction, published by American Face Brick Assn.

